

CONTRACT



KDVR
100 E. Speer Blvd
Denver, CO 80203
(303)595-3131

And:

American Media & Advocacy Group
815 Slaters Lane
Alexandria, VA 22314

<u>Contract / Revision</u> 565178 /		<u>Alt Order #</u> 09780469
<u>Product</u> COORS - CO7		
<u>Contract Dates</u> 10/09/12 - 10/15/12	<u>Estimate #</u> 2734	
<u>Advertiser</u> Coors/R/Congress		<u>Original Date / Revision</u> 07/31/12 / 09/29/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KDVR	<u>Account Executive</u> Alexandra Bradley	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 65.80
<u>IDB#</u>	<u>Advertiser Code</u> 228	<u>Product Code</u> 410
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	31	10/09/12	10/09/12	M-F 5-530a Good Day	5a-530a		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$150.00	0.70			
N 2	31	10/10/12	10/10/12	M-F 5-530a Good Day	5a-530a		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$150.00	0.70			
N 3	31	10/11/12	10/11/12	M-F 5-530a Good Day	5a-530a		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$150.00	0.70			
N 4	31	10/12/12	10/12/12	M-F 5-530a Good Day	5a-530a		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--				1	\$150.00	0.70			
N 5	31	10/15/12	10/15/12	M-F 5-530a Good Day	5a-530a		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				2	\$150.00	0.70			
N 6	31	10/09/12	10/09/12	M-F 530-6a Good Day	530-6a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$300.00	1.10			
N 7	31	10/10/12	10/10/12	M-F 530-6a Good Day	530-6a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$300.00	1.10			
N 8	31	10/11/12	10/11/12	M-F 530-6a Good Day	530-6a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$300.00	1.10			
N 9	31	10/12/12	10/12/12	M-F 530-6a Good Day	530-6a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--				1	\$300.00	1.10			
D 10	31	10/15/12	10/15/12	M-F 530-6a Good Day	530-6a		:30				NM	0	\$0.00
N 11	31	10/09/12	10/09/12	Good Day Colorado	6a-7a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$300.00	1.20			
N 12	31	10/10/12	10/10/12	Good Day Colorado	6a-7a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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<u>Advertiser</u> Coors/R/Congress		<u>Original Date / Revision</u> 07/31/12 / 09/29/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$300.00	1.20			
N 13	31	10/11/12	10/11/12	Good Day Colorado	6a-7a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$300.00	1.20			
N 14	31	10/12/12	10/12/12	Good Day Colorado	6a-7a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--				1	\$300.00	1.20			
N 15	31	10/15/12	10/15/12	Good Day Colorado	6a-7a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$300.00	1.20			
N 16	31	10/09/12	10/09/12	Good Day Colorado	7a-8a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$300.00	0.80			
N 17	31	10/10/12	10/10/12	Good Day Colorado	7a-8a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$300.00	0.80			
N 18	31	10/11/12	10/11/12	Good Day Colorado	7a-8a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$300.00	0.80			
N 19	31	10/12/12	10/12/12	Good Day Colorado	7a-8a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--				1	\$300.00	0.80			
N 20	31	10/15/12	10/15/12	Good Day Colorado	7a-8a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$300.00	0.80			
N 21	31	10/14/12	10/14/12	FOX News Sunday	9a-10a		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S				1	\$150.00	0.50			
N 22	31	10/10/12	10/10/12	M-F 530p-6p Fox 31 N	530p-6p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$450.00	1.00			
N 23	31	10/12/12	10/12/12	M-F 530p-6p Fox 31 N	530p-6p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--				1	\$450.00	1.00			
D 24	31	10/13/12	10/13/12	Sa 530-6p	530p-6p		:30				NM	0	\$0.00
N 25	31	10/14/12	10/14/12	News Sunday 5p-530p	5p-530p		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S				1	\$325.00	1.40			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
		1	31	10/08/12-10/14/12	News Sunday 5p-530p	5p-530p	-----Su	:30	\$325.00	1.40	NM		
		Credited											
N 26	31	10/14/12	10/14/12	News Su 530-6p	530p-6p		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S				1	\$325.00	1.10			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
		1	31	10/08/12-10/14/12	News Su 530-6p	530p-6p	-----Su	:30	\$325.00	1.10	NM		
		Credited											
N 27	31	10/14/12	10/14/12	MLB Championship Ser	2p-CC		:30				NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S				2	\$2,500.00	5.20			

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Totals SpotsAmount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
N 28	31	10/15/12	10/15/12	MLB Championship Ser	2p-CC		:30				NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				2	\$2,500.00	5.20			
N 29	31	10/13/12	10/13/12	College Football Lat	5p-cc		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$1,200.00	2.90			
N 30	31	10/14/12	10/14/12	NFL/Postgame	2p-12a		:30				NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S				1	\$2,500.00	5.50			
N 31	31	10/09/12	10/09/12	M-F LN 9p-930p News	9p-930p		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$1,500.00	3.00			
N 32	31	10/11/12	10/11/12	M-F LN 9p-930p News	9p-930p		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$1,500.00	3.00			
N 33	31	10/13/12	10/13/12	Sa LN 9p-930p	9p-930p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$500.00	2.30			
N 34	31	10/13/12	10/13/12	Sa LN 930p-10p	930p-10p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$400.00	1.80			
N 35	31	10/14/12	10/14/12	Su LN 9p-930p	9p-930p		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S				1	\$1,000.00	2.60			
N 36	31	10/09/12	10/09/12	TMZ	1035p-1105p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$250.00	0.70			
N 37	31	10/10/12	10/10/12	TMZ	1035p-1105p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$250.00	0.70			
N 38	31	10/11/12	10/11/12	TMZ	1035p-1105p		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$250.00	0.70			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
		1	31	10/08/12-10/14/12	TMZ			1035p-1105p	----Th----	:30	\$250.00	0.70	NM
Credited													
N 39	31	10/12/12	10/12/12	TMZ	1035p-1105p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--				1	\$250.00	0.70			
N 40	31	10/15/12	10/15/12	TMZ	1035p-1105p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$250.00	0.70			
N 41	31	10/13/12	10/13/12	College Football Early	1p-cc		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-				2	\$500.00	0.00			
Totals										65.80		40	\$26,750.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	40	\$26,750.00	\$22,737.50
Totals	40	\$26,750.00	\$22,737.50

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Signature: _____ **Date:** _____

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